

## ABSTRACT

Although almost the same color reproducibility as with a reference print head has been attained in single-color printing, inconsistency in color reproducibility has occurred in mixed-color printing.

Where ejection of color ink or any other recording material for forming dots on such a printer as an ink-jet printer (31) varies due to an instrumental error, it is burdensome to set up a degree of adjustment for correcting inconsistency in each color. In an embodiment of the invention where a degree of adjustment for single color at least is predetermined, a mixed-color order for each dot is judged, and the degree of adjustment for each color is reduced as the mixed-color order increases, or in another embodiment where a degree of adjustment for single color at least is predetermined, a reference color is determined selectively, and the degree of adjustment for each color is reduced according to the optimum degree of reduction, satisfactory color adjustment can be carried out readily even for secondary and tertiary color printing.